

Education service: international students' perception

Abstract :

Nowadays education has become the world leading symbol of prestige and higher learning institutions are among the largest service industry in the 21st Century. These institutions are facing multiple tasks not only to maintain and uphold their identities but also to provide quality services which offer golden opportunities not only in attracting applicants either locally or internationally, but provides a continuum of high quality learning that meet learners needs. This survey is conducted among 355 international students' in Universiti Teknologi Malaysia UTM), to investigate their perception towards the quality of teaching and learning and the services provided by the support staff in this institution of higher learning. A set of questionnaire which has been adopted and translated from Hamidah et al. (2004) has been used as instrument of this study. The result shows that the perception of the international students towards the educational services is at a moderate level.